Week 1

**Day 1 Wednesday, August 8**

1. Name Tag/Seating Chart/Animal Groups
2. Housekeeping Items/Drills
3. Free Write: Who am I? [Allow approximately 10 – 15 minutes]
4. Animal Groups: Assign students to permanent groups of 4 (see groupings below). For today appoint a president, recorder, and reporter to assist in the introductory activity.
5. Introductory Activity
   1. Give students a series of questions about me: Am I married? How long have I been teaching? Where did I grow up? Did I go to college, and if so, what was my major? What are some of my interests?
   2. Students discuss in animal groups (president, recorder, reporter, and supplier), and then share out as a class. For each answer, students must give evidence for their reasoning.
   3. Discuss how we use clues and background knowledge (i.e. I am Mrs. Matthews, not Miss, and obviously, if I am teaching, I went to college) to make inferences and that they must always have evidence for their ideas in class.

**Materials:** Paper for name tags; seating charts; Animal Groups (zebra, giraffe, elephant, lion, tiger, monkey, gorilla, and kangaroo); Wiki Page with Syllabus.

**Day 2 Thursday, August 9**

1. Bell Ringer: Discovering Voice Lesson Introduction Lesson 1
2. Syllabus/Expectations
3. Wiki Page: Must sign on to my wiki and complete Wiki form by end of period.
4. Essential Questions for Term
5. Grammar: Killgallon Chunking to Imitate Parts One - Four

**Materials:** Seating charts; Discovering Voice Lesson PPT (Wiki); Animal Groups (zebra, giraffe, elephant, lion, tiger, monkey, gorilla, and kangaroo); Persuasive Writing article (Wiki); Dove Evolution Commerical (Wiki); magazines and newspapers; Killgallon Samples (Wiki).

**Day 3 Friday, August 10**

1. Bell Ringer: Discovering Voice Lesson Introduction Lesson 2
2. Persuasive Writing:
3. Define persuasive writing in animal groups (president, recorder, reporter, and supplier), using the link to an article on persuasive writing. Share.
4. Extend the students’ definitions using the Dove Evolution commercial. Animal groups (president, recorder, reporter, and supplier) discuss what makes this commercial persuasive. Share.
5. **Homework:** **Collect one print ad (newspaper or magazine), one TV ad, and one letter to the editor. Mark on each its purpose and how it appeals to readers/viewers.** **Due Friday, August 10.**

**Materials:** Discovering Voice Lesson PPT (Wiki); Animal Groups; Homework: print ads, TV ads, and letters to the editor; Rhetorical Terminology Project and links (Wiki);

Week 2

**Day 4 Monday, August 13**

1. Bell Ringer: Discovering Voice Lesson Introduction Lesson 3
2. Vocabulary: Lesson 8
3. Introduce new words.
4. **Homework: Exercises 1 and 2**
5. Nonfiction Independent Reading Project:
6. Go over guidelines.
7. Mark Discussion Board dates.
8. Library Visit
9. Language Binder: Set up with the following divisions – Tab 1 Toolbox; Tab 2 Texts and Writing; Tab 3 Journal; Tab 4 Voice Lessons; Tab 5 Vocabulary.

**Materials:** Discovering Voice Lesson PPT (Wiki); Vocabulary Lesson 8; Animal Groups; Rhetorical Triangle PowerPoint, Images, and Video (Wiki); Steve Job’s 2005 Stanford Commencement Speech packets, link, and YouTube video (Wiki); Proverbs Journal Writing Prompts (PPT)

**Day 5 Tuesday, August 14**

1. Bell Ringer: Discovering Voice Lesson Introduction Lesson 4
2. Vocabulary: Lesson 1
3. Check exercises 1 and 2.
4. **Homework: Exercises 3 and 4.**
5. Persuasive Writing:
6. Review collected print ads, TV ads, and letters to the editor first in animal groups and then share with whole class the best examples of each type (print ad, TV ad, and letter to the editor) of persuasive rhetoric.
7. Rhetorical Terminology Project (Glogster)  **[Due next Thursday, August 23!]**
8. Journal Writing:
9. Discuss journal writing expectations.
10. Read first proverb prompt, and then allow students 10 minutes to free write.

**Materials:** Discovering Voice Lesson PPT (Wiki); Vocabulary Lesson 8; Animal Groups; The magazines; Analysis of Print Ads graphic organizer (Wiki); Rhetorical Terminology Project (Wiki); Proverbs Journal Writing Prompts (PPT)

**Day 6 Wednesday, August 15**

1. Voice Lesson: Diction
2. Vocabulary: Lesson 8
3. Check exercises 3 and 4
4. **Homework: Exercise 5.**
5. Persuasive Writing:
6. Analysis of Print Ads – In animal groups complete the graphic organizer for the chosen magazine. **Due at end of the period next class!**
7. If time, work on Rhetorical Terminology Project. **Due Friday, August 24!**
8. **Homework: Rhetorical Terminology Project (Glogster).**  **Due Friday, August 24!**

**Materials:** Discovering Voice Lesson PPT (Wiki); Vocabulary Lesson 8; Animal Groups; Analysis of Print Ads graphic organizer (Wiki); Rhetorical Terminology Project (Wiki)

**Day 7 Thursday, August 16**

1. Discovering Voice Lesson: Understanding Connotation
2. Vocabulary: Lesson 1
3. Check exercise 6
4. **Homework: Quiz tomorrow**
5. Persuasive Writing:
6. Explain the Rhetorical Triangle and Appeals: Logos, Ethos, and Pathos using PowerPoint, visuals and short video.
7. Finish Analysis of Print Ad activity
8. **Homework: Analysis of Television Commercials activity – Watch 30 minutes of television and complete the graphic organizer. Due Date = Monday, 8/20.**
9. Journal Writing:
10. Proverb Prompt #2
11. Allow 10 – 15 minutes to write.
12. Grammar: Unscrambling

**Materials:** Discovering Voice Lesson PPT (Wiki); Vocabulary Lesson 8; Animal Groups; Rhetorical Triangle and Appeals PPT, Visuals, and Video (Wiki); Rhetorical Terminology Project (Wiki); Analysis of Television Commercials (Wiki); Journal Proverb Prompt (Wiki); Killgallon Samples (Wiki)

**Day 8 Friday, August 17**

1. Voice Lesson: Understanding Connotation Part 2
2. Vocabulary: Lesson 8 Quiz
3. Persuasive Writing:
4. Work Session: Rhetorical Terminology Project. **Due Friday, 8/24!**
5. **Homework: Analysis of Television Commercials activity – Watch 30 minutes of television and complete the graphic organizer. Due Date = Monday, 8/20.**

**Materials:** Discovering Voice Lesson PPT (Wiki); Vocabulary Lesson 8 Quizzes; Scantrons; Rhetorical Terminology Projects (Glogster); Animal Groups; Analysis of Television Commercials (Wiki)

Week 3

**Day 9 Monday, August 20**

1. Voice Lesson: Detail Introduction
2. Vocabulary: Lesson 9
3. Introduce new words.
4. **Homework: exs. 1 and 2**
5. Persuasive Writing:
6. Review Rhetorical Triangle and Rhetorical Appeals (PPT)
7. Follow up by reading Steve Jobs’ 2005 Stanford Commencement Speech. As students read they should highlight for the three rhetorical appeals according to directions.
8. Before sharing highlighted sections, watch the speech on YouTube, and make additional highlighting based on the voice or hand signals from Jobs as he speaks. Share within animal groups first and then select several examples of each appeal to share out with the class.
9. Analysis of TV Commercials -- Review TV commercials first in animal groups and then share with whole class the best examples of persuasive rhetoric. Turn in worksheets following discussion.
10. **Homework: Rhetorical Terminology Projects due Friday, 8/24!**
11. Grammar: Killgallon Combining to Imitate #1 - 4

**Materials:** Discovering Voice Lesson PPT (Wiki); Vocabulary Lesson 9; Rhetorical Terminology Projects (Glogster); Animal Groups; Rhetorical Triangle and Appeals PPT (Wiki); Analysis of Television Commercials (Wiki); Interpreting Emotional Appeals activity (Wiki); Killgallon grammar

**Day 10 Tuesday, August 21**

1. Voice Lesson: Figurative Language 1
2. Vocabulary: Lesson 9
3. Check exs. 1 and 2.
4. **Homework: exs. 3 and 4.**
5. Persuasive Writing:
6. Review Rhetorical Appeals (PPT)
7. Interpreting Emotional Appeals Activity with Martin Luther King’s “Letter from Birmingham Jail.”
8. Reading session: Independent Reading Nonfiction Book. **Due on Friday, 8/24!**
9. **Homework: Rhetorical Terminology Project due on Friday, 8/24!**
10. Journal Writing:
11. Proverbs Prompt 3.
12. Allow 10 – 15 minutes to write.

**Materials:** Discovering Voice Lesson PPT (Wiki); Vocabulary Lesson 9; Rhetorical Terminology Projects (Glogster); Animal Groups; Interpreting Emotional Appeals activity (copies; Wiki); Journal Proverb Prompt (Wiki)

**Day 11 Wednesday, August 22**

1. Voice Lesson: Figurative Language 1 (cont’d)
2. Vocabulary: Lesson 9
3. Check exs. 3 and 4
4. **Homework: ex. 6**
5. Study Island: Phrases and Author’s Point of View
6. Persuasive Writing:
7. Interpreting Ethical Appeals Activity with Martin Luther King’s “Letter from the Birmingham Jail.”
8. Work Session Optional (if time remains)
9. **Homework: Independent Reading Nonfiction Book.** **Due on Friday, 8/24!**
10. **Homework: Rhetorical Terminology Project due on Friday, 8/24!**
11. Grammar: Killgallon Imitating Alone

**Materials:** Discovering Voice Lesson PPT (Wiki); Vocabulary Lesson 9; Rhetorical Terminology Projects (Glogster); Animal Groups; Rhetorical Triangle and Appeals PPT (Wiki); Interpreting Ethical Appeals activity (copies; Wiki); (Wiki); Interpreting Emotional Appeals activity (Wiki); Killgallon grammar

**Day 12 Thursday, August 23**

1. Voice Lesson: Figurative Language 1 (cont’d)
2. Vocabulary: Lesson 2
3. Check ex. 6
4. **Homework: Quiz tomorrow!**
5. Persuasive Writing:
6. Interpreting Logical Appeals Activity with Martin Luther King’s “Letter from the Birmingham Jail.”
7. **Homework: Independent Reading Nonfiction Book.** **Due on Friday, 8/24!**
8. **Homework: Rhetorical Terminology Project due on Friday, 8/24!**
9. Journal Writing:
10. Proverbs Prompt #3
11. Allow 10 – 15 minutes to write.
12. Rhetorical Terminology Projects:
13. Upload Glogster projects to Wiki Site

**Materials:** Discovering Voice Lesson PPT (Wiki); Vocabulary Lesson 9; Rhetorical Terminology Projects (Glogster); Animal Groups; Interpreting Logical Appeals activity (copies; Wiki); Journal Proverb Prompt (Wiki)

**Day 13 Friday, August 24**

1. Voice Lesson: Figurative Language 2
2. Vocabulary: Lesson 2 Quiz
3. Rhetorical Terminology Projects:
4. Peer review of others Glogster projects
5. Independent Nonfiction Book: Discussion Board 1

**Materials:** Discovering Voice Lesson PPT (Wiki); Vocabulary Lesson 9 Quiz; Scantrons; Rhetorical Terminology Projects (Glogster); Animal Groups; Discussion Board 1 Questions (Wiki)

Week 4

**Day 14 Monday, August 29**

1. Voice Lesson: Diction
2. Vocabulary Cartoons (Words 21– 30)
3. Persuasive Techniques in Advertising:
4. Upload Analysis of TV Ads to Fourth Period Lang wiki page
5. Work Session: Ad Campaign Group Project

**Day 15 Tuesday, August 30**

1. Voice Lesson: Imagery
2. Persuasive Techniques in Advertising:
3. Group Work Session
4. Presentation of projects will be next class!

**Day 16 Wednesday, August 31**

1. Voice Lesson: Detail
2. Persuasive Techniques in Speeches:
3. Presentation of Ad Campaign Group Projects.
4. Submit for scoring.
5. Logical Fallacies worksheet

**Day 17 Thursday, September 1**

1. Voice Lesson: Syntax
2. Persuasive Speeches:
3. Read “On Woman’s Right to Vote” by Susan B. Anthony (**packets**)
4. Discuss using questions on pp. 128 – 129. Include rhetorical triangle (audience, speaker, subject, purpose, and tone) ,rhetorical approach (logos, ethos , pathos), and propaganda techniques (see handout)
5. Read the “Statement by Alabama Clergymen, April 12, 1963” (packets) and discuss
6. **HW: “Letter from the Birmingham Jail, April 16,1963”by Martin Luther King (packets) Annotate text to show rhetorical triangle (audience, speaker, subject, purpose, and tone), rhetorical approach (logos, ethos , pathos) and propaganda techniques. (packets)**

**Day 18 Friday, September 2**

1. Voice Lesson: Tone
2. Vocabulary Quiz: Words 1 – 30
3. Discuss both “Statement by Alabama Clergymen, April 12, 1963” and “Letter from the Birmingham Jail, April 16, 1963.”
4. Turn in packets for scoring.
5. View several speeches via video and analyze each for rhetorical triangle, rhetorical approach, and propaganda techniques.
6. Practice Bibliography Formatting
7. Access Purdue Owl Writing Lab through my wiki page.
8. Specifically target research and citation
9. **HW: Locate a speech or letter on a topic of interest to you. Read and annotate it using graphic organizer on my wiki page.**

Persuasive Writing Assignment:

1. Clarify expectations for finished speech or letter. (**handout**)
2. Work through Procedures 1 – 3 in class.
3. **HW: Complete reading of article and write summary.**
4. Persuasive Writing Assignment:
5. Discuss summaries of articles.
6. Do you agree or disagree with your article? Why?
7. Complete Procedures 6 -7 in class.
8. **HW: Draft your speech for peer revision next class.**